GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

ELECTIONS – Payment to M/s. Ushodaya Enterprises Pvt. Ltd., (the Eenadu) Visakhapatnam for displaying advertisement for Election Campaign in connection with General Elections-2024 – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.RT.No. 1729 Dated: 09-10-2024

Read the following:

1. Letter No.491/SVEEP-I/Ls-24/Campaign/2024, dated 22.03.2024 of ECI.
2. Memo No.3635/Elecs.D3/A1/2024, Dated:26.04.2024.
3. Memo No.3635/ElecsD3/A1/2024, Dated:02.05.2024.
4. Letter No.1577/ ADVT.I/2021-22, Dt.21.05.2024 along with Invoice No.24250201000262, 10.05.2024 of M/s. Ushodaya Enterprises Pvt. Ltd., (the Eenadu) Visakhapatnam received from the Commissioner, I&PR Department, Vijayawada.
5. Letter No.1578/ ADVT.I/2021-22, Dt.21.05.2024 along with Invoice No.24250201000275, 11.05.2024 of M/s. Ushodaya Enterprises Pvt. Ltd., (the Eenadu) Visakhapatnam received from the Commissioner, I&PR Department, Vijayawada..
6. Letter No.1579/ ADVT.I/2021-22, Dt.21.05.2024 along with Invoice No.24250201000279, 12.05.2024 of M/s. Ushodaya Enterprises Pvt. Ltd., (the Eenadu) Visakhapatnam received from the Commissioner, I&PR Department, Vijayawada..
7. Letter No.180/ ADVT.I/2021-22, Dt.21.05.2024 along with Invoice No.24250201000286, 12.05.2024 of M/s. Ushodaya Enterprises Pvt. Ltd., (the Eenadu) Visakhapatnam received from the Commissioner, I&PR Department, Vijayawada..
8. G.O.Rt.No.2162 Finance (FMU-GAD-1) Department, Dated: 02.10.2024.

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In the reference 1st read above, the ECI forwarded the 360* Multi Media Campaign Electronic Media, Print Media, Digital & Social Media, Outdoor campaign and Radio / FM Media plan, in connection with simultaneous Elections to the Lok Sabha and Legislative Assembly of Andhra Pradesh, 2024 and directed to align media campaign with the Commission plan.

2. In the reference 2nd read above, while accepting the Cost-estimation for Skybus color & Inside B&W display advertisements for Election campaign, the Commissioner, I&PR, Vijayawada was requested to take necessary action for publishing Election Advertisement from 09.05.2024 to 13.05.2024 in top rated Telugu Newspapers and English Newspapers as per the prices finalized by the I&PR Department.

3. In the reference 3rd read above, the Commissioner, I&PR, Vijayawada was informed that the cost campaign submitted by the Commissioner, I&PR, Vijayawada was informed that the cost campaign submitted by the Commissioner, I&PR, Vijayawada, for displaying advertisements for Election Campaign in to rated (7) Telugu Newspapers and (5) English Newspapers is accepted and the same borne by the G.A(Elections) Department and requested to furnish the invoices to the G.A(Elections) Department after obtaining from the concerned Newspapers, for making payment.

(P.T.O.)

4. In the reference 4th to 7th read above the Commissioner, I&PR, Vijayawada forwarded the Invoices of M/s. Ushodaya Enterprises Pvt. Ltd., (the Eenadu) Visakhapatnam and requested for payment. The details are as follows:

Sl.No.	Bill No.& Date	Amount in Rs.
1	24250201000262, 10.05.2024	4,25,348
2	24250201000275, 11.05.2024	4,25,348
3	24250201000279, 12.05.2024	8,09,796
4	24250201000286, 12.05.2024	8,09,796
	TOTAL	24,70,288

5. After careful examination of the matter, sanction is hereby accorded for an amount of Rs. 24,70,288/- (Rupees Twenty Four lakh Seventy thousand Two hundred and Eighty Eight only) to M/s. Ushodaya Enterprises Pvt. Ltd., (the Eenadu) Visakhapatnam towards displaying advertisements for Election Campaign of General Elections-2024 from 09.05.2024 to 13.05.2024.

6. The expenditure sanctioned in para (5) above shall be debited to "2015 – Elections – 104 – Charges for conduct of Elections for Lok Sabha and State Legislature when held simultaneously – S.H. 04 – Conduct of Elections for lok Sabha and State Legislature – 260 – Advertisements 261 – Print Media", from the funds sanctioned in the reference 8th read above for the FY 2024-25.

7. The General Administration (Claims.C) Department are requested to draw the amount released in para (5) above and credit in favour of M/s. Ushodaya Enterprises Pvt. Ltd., (the Eenadu) Visakhapatnam, Account No.Union Bank of India, Saifabad, Account No.370601010036253, IFSC Code: UBIN0537063, PAN:AAACU2690P, GST:37AAACU2690P1ZQ."

8. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

VIVEK YADAV
CHIEF ELECTORAL OFFICER &
E.O. SECRETARY TO GOVERNMENT

To
The General Administration (Claims.C) Department (W.es).
The Joint PAO, Secretariat Branch, Veleagapudi.
M/s. Eenadu, Visakhapatnam.
Copy to:-
The Finance (FMU-GAD-I) Department.
The Accountant General, AP, Vijayawada.
Sf/Sc.

//FORWARDED :: BY ORDER//

SECTION OFFICER